

The Exhibitor Institute

Successful Exhibitors = Successful Shows

Exhibitor Success Center On-Line Program



ESC EXHIBITOR SUCCESS CENTERS

The Complete Success Sales Training Program For Exhibitors

Exhibitor Success Center

- Video Menu
 - Welcome
 - Introduction
 - Objectives
 - Accountability
 - Boothmanship
 - Sales Strategies 1
 - Sales Strategies 2
 - Pre-Show Marketing
 - Post Show Evaluation
- Resources
 - Planning Guide
 - e book
 - Workbook
 - Pre Show Strategies
 - Video Info Tips
 - eCoach
 - Podcasts
 - Help

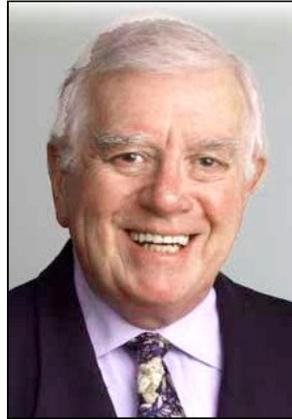


Welcome!

The Complete Success Sales Training Program for Exhibitors

We are currently programming the Success Center as a pay-per-view site. Until this is fully operational, please contact us for access codes and fees.

About Us



The Exhibitor Institute is a global leader in the development and implementation of programs devoted to the success of those companies and organizations that exhibit in trade and consumer shows.

The Institute was founded in 1980 by Fred Fox, an internationally renowned exhibit marketing consultant and trainer. Mr. Fox recognized the need for exhibitor education early in his exhibit industry career and has been instrumental in expanding this need into an industry of its own. The Institute has developed and implemented an array of exhibit marketing, consulting and training programs for both private and public sector exhibitors. The programs are delivered as live seminars, webinars, audio/video and DVD presentations, as well as our on-line Exhibitor Success Center program described in this document.

Exhibitor Success Center Components

1 Success Center Overview

The *Exhibitor Success Center* is a web-based multi-functional destination for the training and support of exhibitors. The Center has been developed by the Exhibitor Institute and utilizes content created by the Institute's founder, Fred Fox, internationally recognized exhibit marketing consultant & trainer.

Exhibitors are able to access over 70 minutes of powerful exhibitor training video content. . They will have direct access to Fred Fox through our unique 'eCoach-On-Line' program, as well as having access to a comprehensive 'Exhibit Planning Guide', 'How to Succeed at Trade & Consumer Shows eBook', a 'Video InfoTips' section and the ability to download pre-show marketing information.

The *Exhibitor Success Center* has been developed to maximize the participation of the exhibitors in shows and is an extremely cost effective way to maximize the results of your participation in any show. We are currently programming the Success Center as a pay-per-view site. Until this is fully operational, please contact us for access codes and fees.

2 Video Training

The videos presented on the Exhibitor Success Center Site are divided into six topics of approximately 10 minutes each, ideally formatted for viewing on-line. All of the information exhibitors need to turn their booth into a lead generating machine.

Topics covered include:

- Managing Expectations
- Setting Objectives
- Accountability
- Boothmanship
- Engagement Strategies
- Pre-Show Marketing
- Post Show Evaluation

3 Exhibit Planning Guide (*Downloadable*)

A huge component of exhibiting is the management of logistics and decisions involved in getting your booth to the show floor. Whether you have a single booth or a monster double-decker, this guide gives you a place to store and review all your vital show information. A 'first-timer' or an experienced exhibitor will find this Planning Guide a valuable resource for all their shows.

Very often in exhibiting, an exhibitor gets lost in the endless logistical details and they tend to overlook that the real goal is to ultimately make sales and qualify leads that convert to sales. So in addition to the logistical information pages, we have provided a page for them to record their quantifiable objectives. Committing this information to paper is the first step in achieving your goals.

4 Exhibitor Institute eBook (*Downloadable*)

The *How to Succeed at Trade & Consumer Shows* eBook is written by Fred Fox and is filled with tips and strategies sure to improve the performance of any exhibitor, large or small.

Topics covered include: Show Selection, Purchasing or Renting an Exhibit Booth, Developing Your Exhibit Marketing Program, Setting achievable, quantifiable objectives, Pre-show Marketing, Booth Staff Training and much, much more.

5 Video InfoTips

Our Exhibitor Video InfoTips Program contains a variety of 30 – 60 second video clips covering exhibiting strategies, tips, and best practices from all areas of exhibit marketing.

The Video InfoTips will be archived, allowing the user to access the entire data base of information. A number of the topics will be derived from questions submitted to our eCoach -On-Line program. We will also invite the users to submit tips based on their own experiences. As producers of exhibitor training programs on DVD and Video, we are constantly faced with the reality of not being able to include all the pertinent information we would like in a given presentation. The use of Video InfoTips will allow us to constantly update our content.

6 eCoach-On-Line

The Exhibitor Institute eCoach program puts you together with Fred Fox, North America's leading exhibit marketing consultant. For the past 30 years, Fred has been consulting on exhibiting issues and strategies for many clients in the Fortune 500.

Now, through email, Fred's advice is available at no extra cost to you.

You will have direct access to Fred, with responses scheduled to be returned within 48 hours.

7 Pre-Show Marketing Strategies *(Downloadable)*

This document shows you how to design your own pre-show marketing strategy. It covers, setting realistic objectives, developing a budget and implementing these strategies through the use of; direct mail, email, telemarketing, fax, social media and individual prospecting.

It's show management's responsibility to get visitors to the show, but it's your job to get them to your booth, yet most exhibitors don't have any kind of a pre-show marketing program. With effective pre-show marketing, you not only enhance your exhibiting opportunity, your best prospects will walk right into your booth!

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[Exhibitor Success Center Demo Site](#)